

Attorney's Docket No. 022701-941Application No. 09/903,635

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**ABSTRACT**

The present invention relates to a bismuth-type promoter and its use as a Lewis acid catalyst for acylation reactions of aromatic compounds. The promoter corresponds to the formula  $MY_{\mu-q}\xi_q$ , where M represents a  $\mu$ -valent and at least trivalent element in the cationic form, preferably known to give Lewis acids, where Y is a monovalent anion or a monovalent anionic functional group, where  $\xi$  represents an anion or an anionic functional group carrying a sulfonyl functional group carried by a perhalogenated atom, preferably a perfluorinated atom, more preferably a perfluoromethylene ( $-\text{CF}_2-$ ); and where q is an integer advantageously chosen within the closed range (comprising the limits) ranging from 1 to  $(\mu-1)$  (that is to say, 1 or 2 when  $\mu$  is 3). The present application also relates to processes for the preparation of the promoter.